

## Message Text

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PAGE 01 STATE 069588  
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INFO OCT-01 EUR-12 ISO-00 EB-08 /021 R

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APPROVED BY EB/OCA/CM/SPHARRIS

COM/OIM/228/SKMILLER

COM/OIM/PD/CGENDREAU

STATE/EUR/RPE/RLAMANTIA(INFO)

COM/OIM/222/CJBARRETT

STATE/EB/OCA/CD/REDAY(SUBSL

COM/OE/D/STHAYS(BY PHONE)

-----067552 210503Z /17/15

R 172329Z MAR 78

FM SECSTATE WASHDC

TO AMEMBASSY ATHENS

UNCLAS STATE 069588

CORRECTED COPY (PARA 2, LINES 4 & 5)

E.O. 11652:N/A

TAGS:BEXP, GR

SUBJECT:FY 1979 COUNTRY COMMERCIAL PROGRAM

REF: (A) ATHENS 1924; (B) STATE 033508; (C) STATE 048966

AND (D) ATHENS 1938

1. WASHINGTON ACKNOWLEDGES RECEIPT OF REFTEL (A) AND APPRECIATES PROMPTNESS AND THOROUGHNESS OF POST REPLY. WCAG LOOKS FORWARD TO DEVELOPMENT AND IMPLEMENTATION WITH POST OF GREEK CCP FOR 1979.

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2. WE BELIEVE YOUR PROPOSED CAMPAIGNS AND OTHER SPECIAL POST EFFORTS CORRESPOND TO MAJOR OPPORTUNITY AREAS IN GREECE FOR FY 1979. THE FOLLOWING REMARKS VIS-A-VIS CAMPAIGN THEMES ARE BASED ON CIRCUMSTANCE THAT FY 1979 PROMOTIONAL EVENTS HAVE ALREADY BEEN FINALIZED. NEITHER LEAD TIME NOR BUDGET NOW PERMITS SCHEDULING OF ADDITIONAL EVENTS.

A. CAMPAIGNS NOS. 1 AND 2 - ALTHOUGH SELECTION OF THESE TWO THEMES AND MARKET RATIONALE WELL JUSTIFIED FOR CAMPAIGN INCLUSION, REGRET SEMINAR/MISSIONS SUGGESTED BY POST CANNOT BE PROGRAMMED FOR FY 1979. IN LIEU OF SEMINAR/

MISSIONS, PERHAPS FOREIGN BUYER PROGRAM SPONSORSHIP OF SHOWS IN THESE CAMPAIGN THEMES FOR FY 1979 MAY BE SUITABLE ALTERNATIVE PROMOTIONAL TECHNIQUE TO BE CONSIDERED IN DEVELOPMENT OF CAMPAIGN ACTIONS (SEE REF C). FYI: A "HEAVY CONSTRUCTION EQUIPMENT" TRADE MISSION WHICH WILL INCLUDE MINING EQUIPMENT HAS BEEN TENTATIVELY SCHEDULED IN FOR FY 1980 EVENT PROGRAM.

B. CAMPAIGN NOS. 3,4,6 AND SECTION IV - CONCUR IN CAMPAIGN CATEGORIES AND PROMOTIONS TO BE UNDERTAKEN IN SUPPORT OF THEMES. ESPECIALLY NOTE WITH SATISFACTION PLANNED VISITS OF E/C STAFF TO PRINCIPAL INDUSTRIAL/COMMERCIAL PROJECTS UNDER SECTION IV. BECAUSE PACKAGING VTR/CE AT INDEX FAIR DOES NOT FALL WITHIN EXISTING CAMPAIGN THEMES, IT IS APPROPRIATE FOR INCLUSION IN OSPE SECTION UNDER TRADE PROMOTION EVENT SUPPORT. RECENT INCLUSION OF VTR/CE ON PLASTICS INDUSTRIES PRODUCTION EQUIPMENT (REF D) CAN ALSO BE INCORPORATED IN OSPE SECTION. ALTERNATIVELY, DEPENDING UPON SCOPE OF EFFORT POST WILL EXPEND ON THESE EVENTS, THEY COULD BE INCOR-

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PORATED AT POST'S DISCRETION AS A SEPARATE CAMPAIGN. WE ARE, HOWEVER, INCLINED TO BELIEVE THESE EVENTS BEST HANDLED AS AN OSPE (NEITHER PACKAGING NOR PLASTICS EQUIPMENT APPEAR ON THE BEST PROSPECT LIST).

C. CAMPAIGN NO. 5 - EXTENT OF USDOC COMMITMENT OF FUNDS AND OTHER SUPPORT FOR THESSALONIKI FAIR IN FY 1979 IS UNDER REVIEW. WHATEVER FINAL DETERMINATION, WE CONCUR THAT AGRICULTURAL EQUIPMENT IS A PROMISING CAMPAIGN THEME AND SHOULD BE PURSUED. NOTING, HOWEVER, THAT THIS THEME AND THE THESSALONIKI FAIR ALSO FIGURE IN YOUR PROPOSED OTHER SPECIAL POST EFFORTS AND GIVEN THE NATURE OF PERSONNEL AND FINANCIAL ALLOCATIONS IN THE CCP, THE EFFORT TO PROMOTE THIS PRODUCT CATEGORY WOULD HAVE TO APPEAR EITHER AS A CAMPAIGN OR AN OSPE, BUT NOT AS BOTH.

3. YOUR DETAILED CCP SUBMISSION SHOULD BE TRANSMITTED BY TELEGRAM. MESSAGE SHOULD CONTAIN A ROUGH SKETCH OF THE OVERVIEW (SECTION I), CAMPAIGNS COMPLETE WITH ACTIONS (SECTION III), AND YOUR DETAILED PROPOSALS OTHER SPECIAL POST EFFORTS (SECTION IV). STRUCTURE AND FORMAT FOR FY 1979 CCP REMAINS ESSENTIALLY THE SAME AS FOR FY

1978 AS DESCRIBED IN STATE A-5960 PREVIOUSLY FORWARDED TO YOU. FURTHER ELABORATION OF CCP FORMAT AND CONTENT FOR PREPARATION OF POST INPUT IS OUTLINED BELOW.

4. SECTION I. OVERVIEW. POST IS REQUESTED TO SUBMIT ONLY A ROUGH SKETCH OF THE ECONOMIC AND MARKETING

ENVIRONMENT IN WHICH THE FY 1979 CCP IS EXPECTED TO OPERATE, AS WELL AS USG ECONOMIC/COMMERCIAL OBJECTIVES IN THE HOST COUNTRY. THIS SKETCH IS FOR THE GUIDANCE OF THE COUNTRY MARKETING MANAGER (CMM) IN COMMERCE DURING THE SPRING 1978 PHASE OF THE DRAFTING PROCESS AND SHOULD INDICATE THE FUNDAMENTAL PREMISES OF OUR PROGRAM IN THE HOST COUNTRY. THE FINAL VERSION OF SECTION I CAN BE UNCLASSIFIED

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COMPLETED IN MAY/JUNE BY WHICH TIME MORE RECENT STATISTICS (MARKET SHARE DATA, GNP, TRADE TRENDS, FOR EXAMPLE) ON CALENDAR 1977 AND BETTER PROJECTIONS FOR THE BALANCE OF CALENDAR 1978 SHOULD BE AVAILABLE.

5. SECTION II. PERSONNEL RESOURCES LIST. NO ACTION NECESSARY AT THIS TIME. WCAG WILL ASSUME CONTINUITY IN STAFFING LEVEL DURING SPRING PHASE OF CCP DEVELOPMENT. NAMES OF FY 1979 INCUMBENTS WILL BE INSERTED AT TIME OF JUNE CONSULTATION TEAM VISITS, WITH LAST MINUTE CHANGES POSSIBLE UNTIL WE GO TO PRESS.

6. SECTION III. CAMPAIGNS. IN RESPONSE TO FIELD REQUESTS WE ARE RESTATING THE BASIC CONCEPT OF A CCP CAMPAIGN AS FOLLOWS: A CAMPAIGN IS AN INTEGRATED APPROACH FOR SYSTEMATICALLY ORGANIZING RESOURCES IN AN EFFORT TO USE THEM ECONOMICALLY TOWARD ACHIEVEMENT OF STATED COMMERCIAL OBJECTIVES. IT IS GENERALLY CHARACTERIZED BY

A PROMOTIONAL THRUST INTENDED TO SUPPORT SUPPLIERS OF U.S. GOODS, SERVICES OR TECHNOLOGY IN EXPLOITING EXPORT OPPORTUNITIES. IT MARSHALLS A VARIETY OF TECHNIQUES AND ACTIVITIES IN A COORDINATED, COUNTRY-WIDE ENDEAVOR NORMALLY INVOLVING MORE THAN ONE PERSON OR POST UNDER A LEADER RESPONSIBLE FOR MANAGING THE EFFORT. CAMPAIGNS ENTAIL CONCRETE OBJECTIVES AND SPECIFIC, PLANNED ACTIONS STATED SO THAT THEY ARE (A) PRECISE, (B) FEASIBLE, (C) AMENABLE TO FORWARD SCHEDULING AND MONITORING, (D) PERMIT QUANTIFICATION AND/OR RECOGNIZABLE ACCOMPLISHMENT AND (E) PERMIT RATIONAL ESTIMATES OF THE RESOURCES NEEDED TO CARRY THEM OUT. IF EXAMINATION OF A PROPOSED CAMPAIGN INDICATES THE FOREGOING CRITERIA ARE NOT SUBSTANTIALLY MET, THE CAMPAIGN SHOULD BE RE-ASSESSED TO UNCLASSIFIED

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DETERMINE WHETHER THE OBJECTIVE IS SUITABLE, WHETHER IT IS BEST SERVED BY THE CAMPAIGN METHOD OR IF CONSIDERATION OUGHT TO BE GIVEN TO SEEKING ITS ACCOMPLISHMENT THROUGH AN QUOTE OTHER SPECIAL POST EFFORT END QUOTE (SECTION IV). THE LEVEL OF RESOURCES ALLOCATED TO A CAMPAIGN IS NOT PRESCRIBED, BUT IN PRACTICE IS LIKELY TO EXCEED THE LEVEL OF RESOURCES DEVOTED TO ONE OF THE QUOTE SPECIAL EFFORTS UNQUOTE.

7. CAMPAIGNS (CONTINUED). A NUMBER OF POSTS HAVE CHOSEN TO DESIGNATE CAMPAIGN MANAGERS AT THE OUTSET OF THE DRAFTING PROCESS AND MAKE THEM RESPONSIBLE FOR DEVELOPING AN INTEGRATED PLAN OF CAMPAIGN ACTIONS. THIS APPROACH HAS CONSIDERABLE MERIT AND CONTRIBUTES TO A MORE ENTERPRISING TEAM EFFORT. IN ANY CASE, WE ARE RELYING ON POSTS FOR IMAGINATIVE CAMPAIGNS AND MEANINGFUL ACTIONS WHICH REALISTICALLY LEND THEMSELVES TO COMPLETION WITH THE CURRENT LEVEL OF RESOURCES.

8. CAMPAIGNS (CONTINUED). AS YOU HAVE ALREADY DONE TO APPRECIABLE EXTENT IN REF (A), ELABORATION OF CAMPAIGN THEMES AND ACTIONS FOR SECTION III SHOULD BE ACCOMPLISHED IN THE LIGHT OF THE FOLLOWING: (A) DIRECT, COMMERCE SPONSORED EVENTS NOW SCHEDULED FOR FY 1979; (B) POST'S BEST PROSPECTS REPORTING; (C) U.S. TRADE SHOWS TO BE SELECTED FOR PROMOTION UNDER THE FOREIGN BUYERS PROGRAM (SEE FOLLOWING PARAGRAPH) AND (D) SUPPORT AVAILABLE FROM USIA. COMMERCIAL OFFICERS IN THE FIELD SHOULD CONTINUE TO WORK CLOSELY WITH USIS TO INSURE THAT SELECTIVE SUPPORT IS PROVIDED FOR CCP ACTIVITIES WITHIN THE SCOPE OF USIS POST PRIORITIES.

9. MAJOR PROJECT/PRODUCT ACTIVITIES. MISSION IS ENCOURAGED TO IDENTIFY MAJOR PROJECT/PRODUCT DEVELOPMENTS ON THE HORIZON OR NOW UNDERWAY WHICH ARE BELIEVED LIKELY TO (A) MERIT POSITIVE MISSION ACTIVITY TO INDUCE FAVORABLE UNCLASSIFIED

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DECISIONS ON BEHALF OF U.S. SUPPLIERS OR SERVICES OR GOODS AND THEREFORE (B) REQUIRE ALLOCATION OF RESOURCES NECESSARY TO PURSUE EFFECTIVELY. SUCH EFFORTS MAY BE ORGANIZED EITHER AS, OR WITHIN, SUITABLE CAMPAIGNS OR INCORPORATED IN AN OTHER SPECIAL POST EFFORT WHICH NORMALLY DETAILS MEASURES TO BE TAKEN IN COMMON VIS-A-VIS MORE THAN ONE PROJECT/PRODUCT AREA. PROJECTS SO

IDENTIFIED, TOGETHER WITH ACTIONS PROPOSED, WILL BE ASSESSED DURING SUBSEQUENT DEVELOPMENT OF WCAG DRAFT AND MAY ENTAIL SOME MODIFICATION OR SUPPLEMENTING IN ACCORDANCE WITH A WASHINGTON PERCEPTION OF U.S. INDUSTRY'S INTERESTS, PRIORITIES AND NEEDS.

10. SECTION IV. OTHER SPECIAL POST EFFORTS. GUIDANCE IN STATE A-5960, AS SUPPLEMENTED BY FOREGOING, REMAINS IN EFFECT. ENTRIES UNDER THIS HEADING SHOULD BE AS COMPLETE AS POSSIBLE AND TAILORED TO THE COUNTRY OPPORTUNITIES.

11. SECTION V (PERSONNEL RESOURCE ALLOCATIONS) AND SECTION VI (CCP FINANCIAL RESOURCES SCHEDULE). NO SUB-MISSION REQUESTED AT THIS TIME, BUT OFFICERS RESPONSIBLE FOR THE MANAGEMENT OF THE COMMERCIAL PROGRAM ARE URGED TO MAINTAIN CLOSE AND REGULAR LIASION WITH THE PRINCIPAL ADMINISTRATIVE OFFICER AND THE APPROPRIATE BUDGET AND FISCAL PERSONNEL.

12. ACTION REQUESTED. AS INDICATED IN PARA. 4 OF REF (B), TIMETABLE REMAINS IN EFFECT, I.E., POST DETAILED DRAFT SUBMISSION OF CCP BY APRIL 21 AND WASHINGTON PREPARED FINAL DRAFT BY MAY 31. VANCE  
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## Message Attributes

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